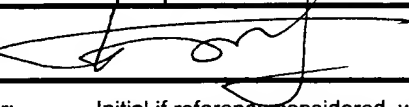


**INFORMATION DISCLOSURE CITATION**

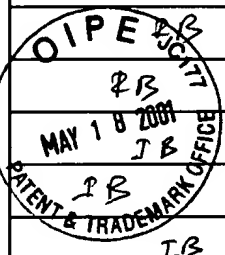
(Use several sheets if necessary)

Atty. Docket No.: 8011.3000				Serial No.: 09/753,685			
Applicant: John B. FERBER							
Filing Date: January 4, 2001				Group: Unknown			
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Examiner Initial*		Document Number	Date	Name	Class	Class	Filing Date If Appropriate
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OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, etc.)							
IB		Yukari Iwatani, "FEATURE-FIRMS SEEK WIRELESS ADS CONSUMERS WANT"; pp. 1-3; <a href="http://ca.us.biz.yahoo.com/rf/000818/n18132980.html">http://ca.us.biz.yahoo.com/rf/000818/n18132980.html</a>					
IB		Seth Fineberg, "WITH WIRELESS ADS, THE MEDIUM IS THE MESSAGE"; 3/28/00, pp. 1-3; <a href="http://channelseven.com/newsbeat/2000features/news20000328.shtml">http://channelseven.com/newsbeat/2000features/news20000328.shtml</a>					
IB		PR Newswire, "BEYOND INTERACTIVE'S EMERGING MEDIA SERVICES GROUP DEPLOYS FIRST SERIES OF WIRELESS ADS USES WIRELESS CAPABILITIES FROM ADVERTISING.COM(SM) TO BRIN INTERACTIVE ADVERTISING TO WAP-ENABLED MOBILE PHONES"; <a href="http://library.northernlight.com/FC20000612120000096.html?cb=0&amp;sc=0">http://library.northernlight.com/FC20000612120000096.html?cb=0&amp;sc=0</a>					
IB		"M&M WIRELESS COMMUNICATIONS, INC."; <a href="http://www.mmwireless.com">http://www.mmwireless.com</a>					
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IB		Zeff et al., "ADVERTISING ON THE INTERNET", 2 <sup>nd</sup> Ed., 463 pages, copyright 1999, pages 63, 86-88 and 162 relied on. See particularly sub-topics "Other Formats", "Pay Per Viewer" and "Loyalty Programs".					
IB		GoZing.com Advertising; pp. 1-3; <a href="http://www.zingwireless.com">http://www.zingwireless.com</a>					
Examiner 				Date Considered 01/12/04			
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Atty. Docket No.	08011.3000	Serial No.	09/753,685
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Filing Date	January 4, 2001	Group:	2161

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	5,870,030	Feb 9, 1999	DeLuca et al.			
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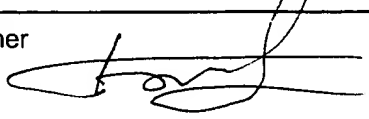
Technology Center 2100

## FOREIGN PATENT DOCUMENTS

Document Number	Publication Date	Country	Class	Sub Class	Translation Yes or N

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

IB	PCT International Search Report

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